

REMARKS

In the Office Action,¹ the Examiner rejected claims 1-9 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Publication No. 2002/0125993 to Gutta et al. ("*Gutta*") in view of U.S. Patent No. 6,199,076 to Logan et al. ("*Logan*").

Applicants respectfully traverse the rejection under 35 U.S.C. § 103(a).

Independent claim 1 recites an electronic device controlling apparatus comprising, among other things, "detecting means . . . for detecting a location of the personal identification information transmitter."

Gutta discloses: "the detectors 104 . . . can then locate the intended individual in a particular room 202, 204 of the structure 206 by scanning each room for the individual. If the intended individual is detected in one of the rooms 202, 204, the player 106 corresponding to the room in which the intended individual is detected is instructed to deliver the message to that individual." *Gutta*, para. [0037]. Therefore, *Gutta* discloses detecting a location of an individual. However, *Gutta* fails to disclose or suggest "detecting a location of the personal identification information transmitter," as recited in claim 1. *Logan* fails to cure the deficiencies of *Gutta*.

For at least the foregoing reasons, a *prima facie* case of obviousness has not been established with respect to claim 1. Independent claims 4 and 7, although different in scope from claim 1, are allowable for at least the same reasons as claim 1. Dependent claims 2, 3, 5, 6, 8, and 9 are allowable at least due to their dependence

¹ The Office Action contains a number of statements reflecting characterizations of the related art and the claims. Regardless of whether any such statement is identified herein, Applicants decline to automatically subscribe to any statement or characterization in the Office Action.

from allowable base claims 1, 4, and 7. Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw the rejection of claims 1-9 under 35 U.S.C. § 103(a).

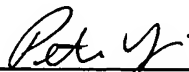
In view of the foregoing, Applicants respectfully request reconsideration of this application and the timely allowance of the pending claims.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

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